

FIG. 1

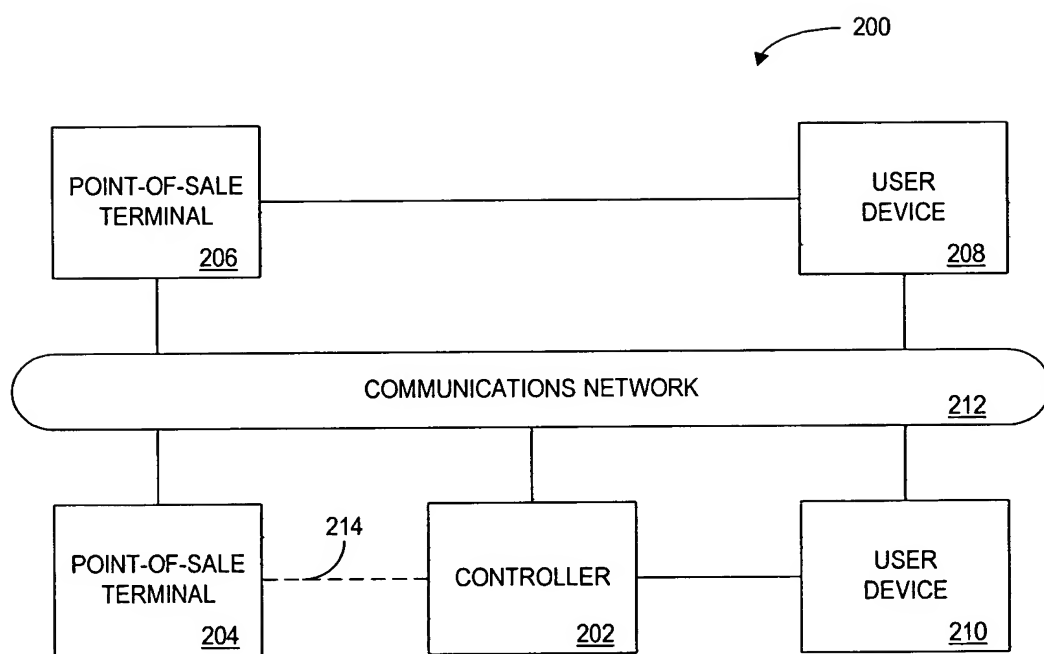


FIG. 2

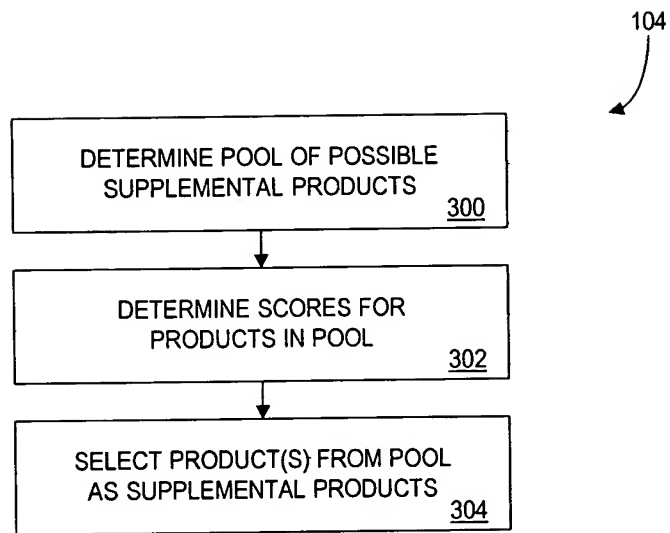


FIG. 3

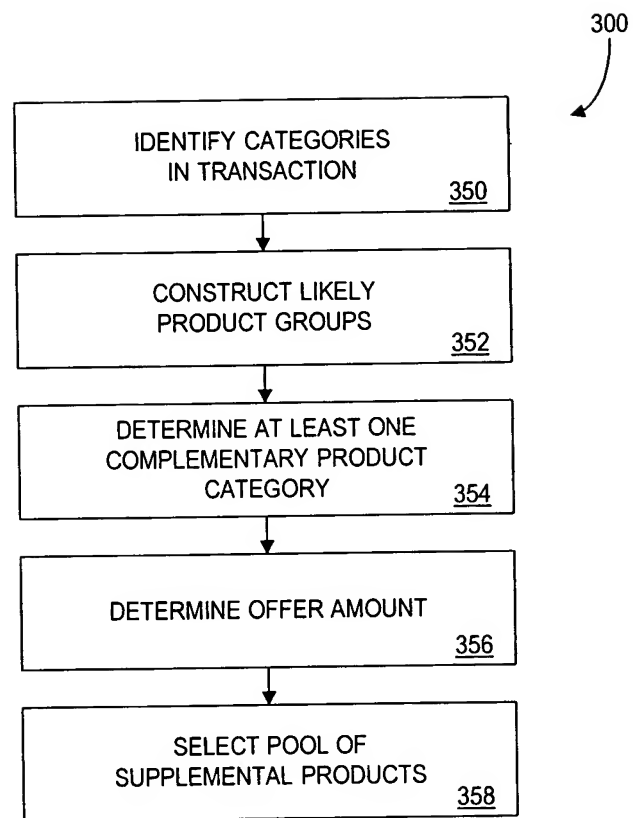


FIG. 4

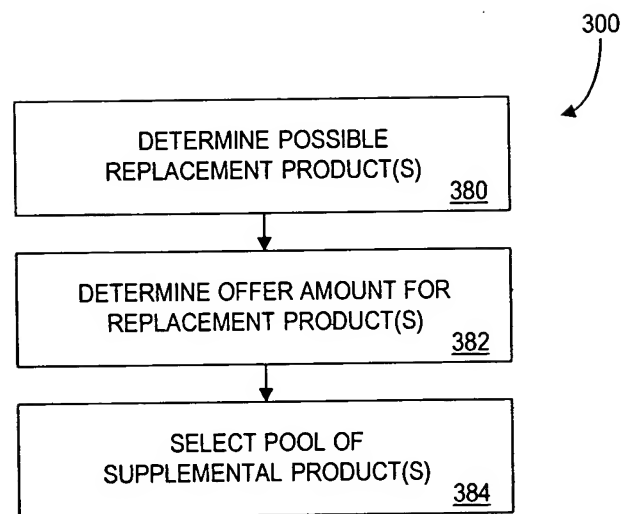


FIG. 5

400

TRANSACTION IDENTIFIER:T-41-1730918			410
SUBTOTAL: \$9.50			408
ITEM ORDERED	PRODUCT CATEGORY	QUANTITY	
402	404	406	
DOUBLE-DECKER BURGER	SPECIALTY SANDWICH	1	
CHEESEBURGER	SANDWICH	2	
MEDIUM FRIES	SIDE ORDER	1	
LARGE FRIES	SIDE ORDER	1	
LARGE SOFT DRINK	BEVERAGE	1	

FIG. 6

450

TRANSACTION IDENTIFIER:T-41-1730918	
GROUP: MEAL 1	
PRODUCT CATEGORY <u>452</u>	ITEM ORDERED <u>454</u>
SPECIALTY SANDWICH	DOUBLE-DECKER BURGER
SIDE ORDER	MEDIUM FRIES
BEVERAGE	LARGE SOFT DRINK
DESSERT	MISSING ITEM

FIG. 7

500

TRANSACTION IDENTIFIER:T-41-1730918	
ITEM ORDERED <u>502</u>	REMAINING ITEMS <u>504</u>
CHEESEBURGER	SANDWICH
CHEESEBURGER	SANDWICH
LARGE FRIES	SIDE ORDER

FIG. 8

550

TRANSACTION IDENTIFIER: T-41-1730918	
GROUP: MEAL 2	
PRODUCT CATEGORY <u>552</u>	ITEM ORDERED <u>554</u>
SANDWICH	CHEESEBURGER
SANDWICH	CHEESEBURGER
SIDE ORDER	LARGE FRIES
BEVERAGE	<i>MISSING ITEM</i>
DESSERT	<i>MISSING ITEM</i>

FIG. 9

600

TRANSACTION IDENTIFIER: T-41-1730918			
SUBTOTAL: \$9.50			
ROUND-UP AMOUNT: \$0.50			
602			
ITEM ORDERED	PRODUCT CATEGORY	QUANTITY	UNIT PRICE
DOUBLE-DECKER BURGER	SPECIALTY SANDWICH	1	\$2.35
CHEESEBURGER	SANDWICH	2	\$1.35
MEDIUM FRIES	SIDE ORDER	1	\$1.15
LARGE FRIES	SIDE ORDER	1	\$1.85
LARGE SOFT DRINK	BEVERAGE	1	\$1.45

FIG. 10

650

TRANSACTION IDENTIFIER: T-41-1730918		
SUBTOTAL: \$9.50		
ROUND-UP AMOUNT: \$0.50		
ITEM	PRODUCT CATEGORY	COST
COOKIES	DESSERT	\$0.23
APPLE PIE	DESSERT	\$0.13
ICE CREAM CONE	DESSERT	\$0.21
SMALL MILK SHAKE	DESSERT	\$0.37
JUICE	BEVERAGE	\$0.36
SMALL SOFT DRINK	BEVERAGE	\$0.08
MEDIUM SOFT DRINK	BEVERAGE	\$0.11
HAMBURGER	SANDWICH	\$0.37
CHEESEBURGER	SANDWICH	\$0.45

FIG. 11

700

REPLACE ITEM RULES		
ITEM ORDERED <u>702</u>	REPLACEMENT ITEM <u>704</u>	REPLACEMENT COST <u>706</u>
HAMBURGER	CHEESEBURGER	\$0.11
HAMBURGER	QUARTER POUND HAMBURGER	\$0.23
HAMBURGER	DOUBLE-DECKER BURGER	\$0.31
CHEESEBURGER	QUARTER POUND HAMBURGER	\$0.18
CHEESEBURGER	DOUBLE-DECKER BURGER	\$0.25
8 PIECE CHICKEN NUGGET	12 PIECE CHICKEN NUGGET	\$0.22
MEDIUM FRIES	LARGE FRIES	\$0.30
SMALL SOFT DRINK	MEDIUM SOFT DRINK	\$0.21
SMALL SOFT DRINK	LARGE SOFT DRINK	\$0.27

FIG. 12

750

TRANSACTION IDENTIFIER:T-41-1730918		
ITEM ORDERED	REPLACEMENT ITEM	REPLACEMENT COST
CHEESEBURGER	QUARTER POUND HAMBURGER	\$0.18
CHEESEBURGER	DOUBLE-DECKER BURGER	\$0.25
MEDIUM FRIES	LARGE FRIES	\$0.30

FIG. 13

PROFIT SCORING SUB-PROCESS						
WEIGHT: 4						830
TRANSACTION IDENTIFIER: T-41-173-0918						
SUBTOTAL: \$9.50						812
OFFER AMOUNT: \$0.50						810
ADDITIONAL ITEM						
ADDITIONAL ITEM 802	PRODUCT CATEGORY 804	ITEM COST 814	ITEM PROFIT 818	RELATIVE PROFIT PERCENTAGE 822	PROFIT BASED SCORE 826	WEIGHTED SCORE 832
COOKIES	DESSERT	\$0.23	\$0.27	16.67	16.67	66.67
ICE CREAM CONE	DESSERT	\$0.31	\$0.19	11.73	11.73	46.91
MEDIUM SOFT DRINK	BEVERAGE	\$0.11	\$0.39	24.07	24.07	96.30
REPLACE ITEM						
ORDERED ITEM 806	REPLACE ITEM 808	REPLACEMENT COST 816	ITEM PROFIT 820	RELATIVE PROFIT PERCENTAGE 824	PROFIT BASED SCORE 828	WEIGHTED SCORE 834
CHEESEBURGER	QUARTER POUND HAMBURGER	\$0.18	\$0.32	19.75	19.75	79.01
CHEESEBURGER	DOUBLE-DECKER BURGER	\$0.25	\$0.25	15.43	15.34	61.73
MEDIUM FRIES	LARGE FRIES	\$0.30	\$0.20	12.35	12.35	49.38

FIG. 14

800

POPULARITY SCORING SUB-PROCESS						
WEIGHT: 3						<u>830</u>
TRANSACTION IDENTIFIER: T-41-1730918						
SUBTOTAL: \$9.50						<u>812</u>
OFFER AMOUNT: \$0.50						<u>810</u>
ADDITIONAL ITEM						
ADDITIONAL ITEM <u>802</u>	PRODUCT CATEGORY <u>804</u>	TAKE RATE (%) <u>852</u>	RELATIVE POPULARITY PERCENTAGE <u>856</u>	POPULARITY BASED SCORE <u>860</u>	WEIGHTED SCORE <u>864</u>	
COOKIES	DESSERT	15	15.79	15.79	47.37	
ICE CREAM CONE	DESSERT	6	6.32	6.32	18.95	
MEDIUM SOFT DRINK	BEVERAGE	21	22.11	22.11	66.33	
REPLACE ITEM						
ORDERED ITEM <u>806</u>	REPLACE ITEM <u>808</u>	TAKE RATE (%) <u>854</u>	RELATIVE POPULARITY PERCENTAGE <u>858</u>	POPULARITY BASED SCORE <u>862</u>	WEIGHTED SCORE <u>868</u>	
CHEESEBURGER	QUARTER POUND HAMBURGER	12	12.63	12.63	37.89	
CHEESEBURGER	DOUBLE-DECKER BURGER	9	9.47	9.47	28.42	
MEDIUM FRIES	LARGE FRIES	32	33.68	33.68	101.05	

FIG. 15

850

DISCOUNT SCORING SUB-PROCESS						
WEIGHT: 3						830
TRANSACTION IDENTIFIER: T-41-1730918						
SUBTOTAL: \$9.50						812
OFFER AMOUNT: \$0.50						810
ADDITIONAL ITEM						
ADDITIONAL ITEM 802	PRODUCT CATEGORY 804	RETAIL PRICE 902	DISCOUNT 906	RELATIVE DISCOUNT PERCENTAGE 910	DISCOUNT BASED SCORE 914	WEIGHTED SCORE 918
COOKIES	DESSERT	\$0.85	\$0.35	13.46	13.46	26.92
ICE CREAM CONE	DESSERT	\$1.10	\$0.60	23.08	23.08	46.16
MEDIUM SOFT DRINK	BEVERAGE	\$1.20	\$0.70	26.92	26.92	53.85
REPLACE ITEM						
ORDERED ITEM 806	REPLACE ITEM 808	RETAIL PRICE DIFFERENCE 904	DISCOUNT 908	RELATIVE DISCOUNT PERCENTAGE 912	DISCOUNT BASED SCORE 916	WEIGHTED SCORE 920
CHEESEBURGER	QUARTER POUND HAMBURGER	\$0.75	\$0.25	9.62	9.62	19.23
CHEESEBURGER	DOUBLE-DECKER BURGER	\$1.00	\$0.50	19.23	19.23	38.46
MEDIUM FRIES	LARGE FRIES	\$0.70	\$0.20	7.69	7.69	15.38

FIG. 16

900

950

CUMULATIVE SCORING SUB-PROCESS					
TRANSACTION IDENTIFIER: T-41-1730918					
SUBTOTAL: \$9.50					<u>812</u>
OFFER AMOUNT: \$0.50					<u>810</u>
ADDITIONAL ITEM					
ADDITIONAL ITEM <u>802</u>	PROFIT SCORE <u>952</u>	POPULARITY SCORE <u>956</u>	DISCOUNT SCORE <u>960</u>	CUMULATIVE SCORE <u>964</u>	
COOKIES	66.67	47.37	26.92	140.96	
ICE CREAM CONE	46.91	18.95	46.16	112.02	
MEDIUM SOFT DRINK	96.30	66.33	53.85	216.48	
REPLACE ITEM					
ORDERED ITEM <u>806</u>	PROFIT SCORE <u>954</u>	POPULARITY SCORE <u>958</u>	DISCOUNT SCORE <u>962</u>	CUMULATIVE SCORE <u>966</u>	
QUARTER POUND HAMBURGER	79.01	37.89	19.23	136.13	
DOUBLE-DECKER BURGER	61.73	28.42	38.46	128.61	
LARGE FRIES	49.38	101.05	15.38	165.81	

FIG. 17

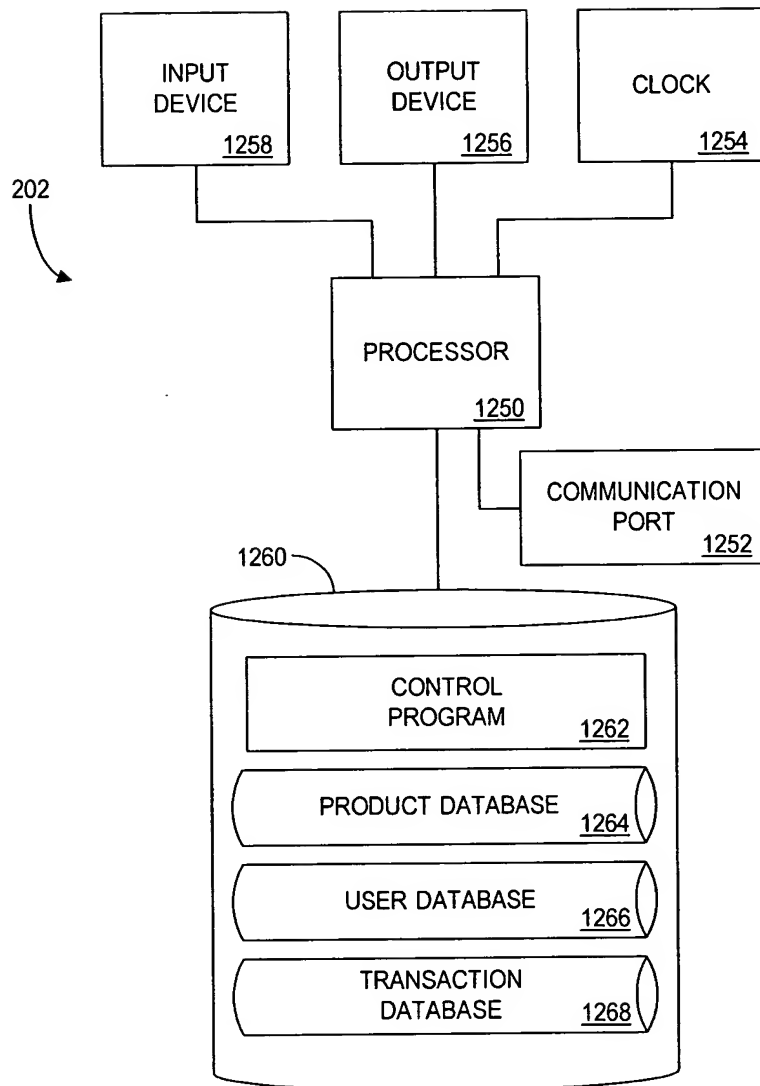


FIG. 18

1264

PRODUCT/ SERVICE IDENTIFIER 1300	PRODUCT/ SERVICE NAME/ DESCRIPTION 1302	CATEGORY 1304	PRICE 1306	COST 1308
P-0984-90234	HAMBURGER	SANDWICH	\$1.10	\$0.40
P-0283-17234	CHEESEBURGER	SANDWICH	\$1.35	\$0.45
P-1230-89127	DOUBLE-DECKER BURGER	SPECIALTY SANDWICH	\$2.35	\$0.65
P-8902-29037	LARGE FRIES	SIDE ORDER	\$1.85	\$0.37
P-0902-09823	MEDIUM FRIES	SIDE ORDER	\$1.15	\$0.21
P-5678-12345	LARGE ONION RINGS	SIDE ORDER	\$2.15	\$0.48
P-7654-09876	SMALL SOFT DRINK	BEVERAGE	\$1.15	\$0.08
P-0123-99887	LARGE SOFT DRINK	BEVERAGE	\$1.45	\$0.36

1310
1312
1314
1316
1318
1320
1322
1324

FIG. 19

1266

USER IDENTIFIER 1350	USER NAME 1352	USER CONTACT INFORMATION 1354	PAYMENT IDENTIFIER 1356
C-12-12-123434	TOM HENRY	203-555-5555	CREDIT CARD 1239-0912-0128-0928
C-49-12-437952	SUE JONES	SJONES @ACME.COM	DEBIT CARD 9032-0934-0293-0938
C-47-83-971234	BINGO LONGFELLOW	333 GAME STREET CARDVILLE, ND	FREQUENT SHOPPER CARD TKWSJ-9763214
C-92-46-982734	CHARLES TRUMAN	CT@CTHOME.ORG	CHARGE ACCOUNT 7671-198365102
C-09-23-178345	JEFF BLEDSO	555-555-5555	BANK ACCOUNT 0982189239023845
C-03-04-196337	MARK SIMPSON	NONE	NONE
C-05-12-100194	SARAH JACKSON	JACKSON DESIGNS ACMETOWN, OHIO	CORPORATE ACCOUNT SIMD-219-6437

1358

1360

1362

1364

1366

1368

1370

FIG. 20

TRANSACTION IDENTIFIER	DATE/TIME	USER IDENTIFIER	PRODUCT/ SERVICE
T-1-9348275	1/16/00 5:35 PM	C-12-12-123434	P-0984-90234-02
T-2-8973462	1/16/00 9:20 PM	C-92-46-982734	P-1230-89127-12
T-3-9087234	1/20/00 4:28 PM	C-92-46-982734	P-0928-09823-58
T-4-9087234	2/11/00 10:20 AM	C-05-12-100194	P-1230-89127-12 P-1492-12010-71
T-5-9087234	2/12/00 7:30 AM	C-03-04-196337	P-1519-72193-02 P-1492-12010-71

1408 points to TRANSACTION IDENTIFIER header
 1410 points to T-1-9348275
 1412 points to T-2-8973462
 1414 points to T-3-9087234
 1416 points to T-4-9087234
 1268 points to the entire table structure

FIG. 21

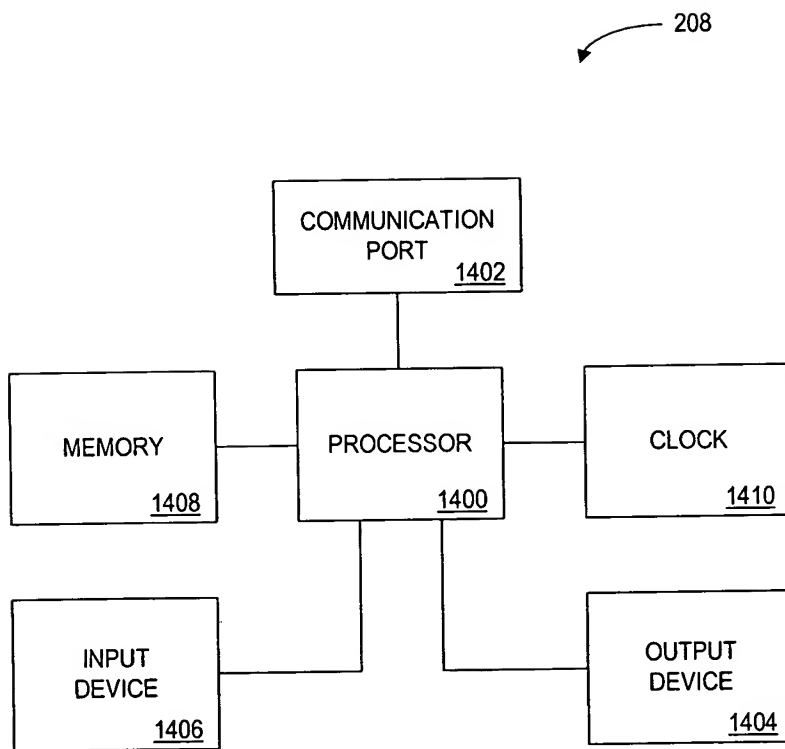


FIG. 22

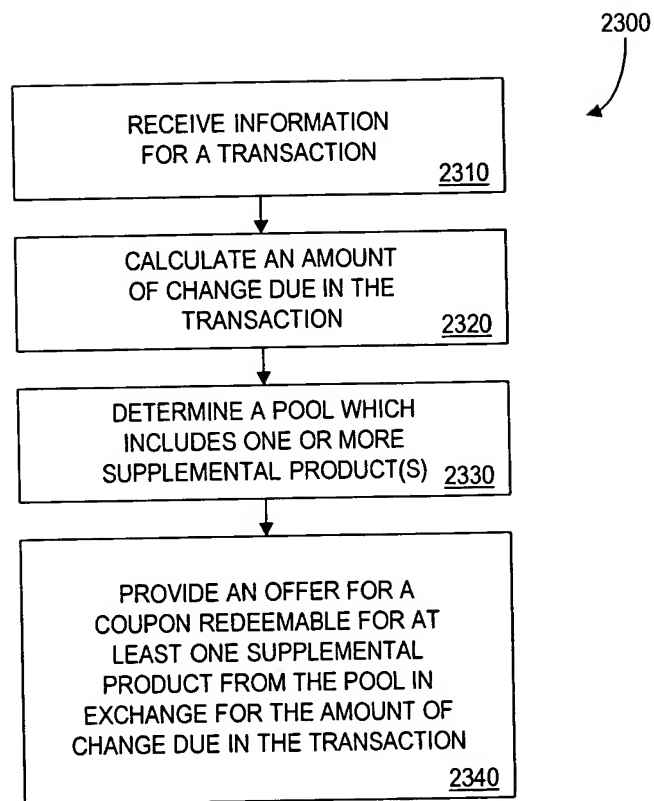


FIG. 23

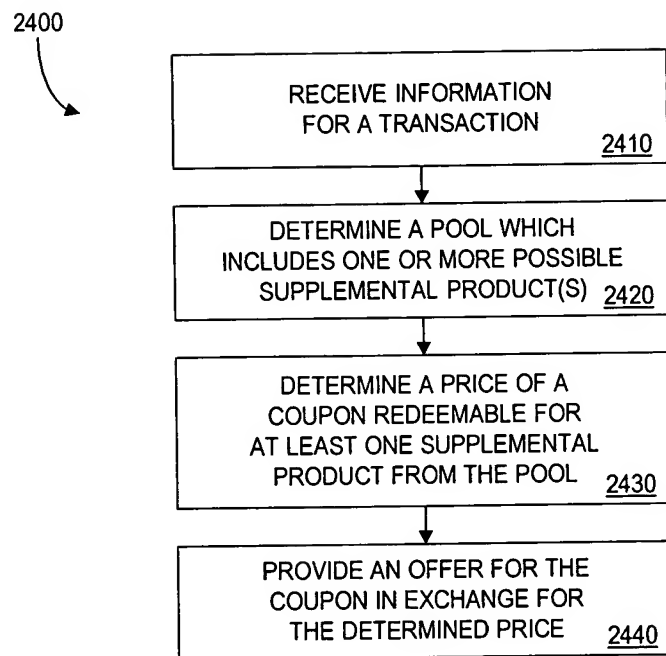


FIG. 24